

New Aquatic Trade Show to Debut in United Kingdom

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A new trade show dedicated to the water garden and aquatics industries is coming to the United Kingdom. Aqua 2010 is scheduled for Oct. 6-7 in Telford, U.K. The Aqua 2010 event, organized by Impact Exhibitions and the Ornamental Aquatics Trade Association, will include product exhibition and demonstrations and retailer seminars.

Peter Dawson, the show's public relations manager, said Aqua 2010 serves two main purposes. The first is to provide the aquatics sector in the United Kingdom with a stand-alone show, rather than a section of a larger event that caters to the garden industry as a whole. The second is to generate additional funds for the Ornamental Aquatics Trade Association so it can undertake more market research into the sector.

By late-May, 39 exhibitors registered for Aqua 2010, according to Dawson. More exhibiting companies were expected to sign up in the months leading up to the show. Dawson said Aqua 2010 organizers reported a great interest in the show after attending InterZoo 2010, held May 13-16 in Nuremberg, Germany.

Organizers expect about 1,500 buyers to attend the inaugural Aqua 2010 event. Details are expected to become available online at www.aquatelford.co.uk as the Aqua 2010 show date draws closer.